

YOUtility

Smart Marketing is About Help not Hype



@JayBaer

being great at marketing is harder than ever

being great at marketing is harder than ever

@JayBaer

customer attention is fragmented

@JayBaer



@JayBaer

@JayBaer

online, everything is competition

@JayBaer



David B Thomas with Jean Ferguson

Conrad made a battery-powered windmill at Lego camp.





@JayBaer



Upland Brewing Company

Upland Sky Divers!



Like · Comment · Share · 14 4 · 13 minutes ago ·

@JayBaer



Like · Comment · Share · 14 4 · 13 minutes ago ·

@JayBaer



Alyson Murphy Baer

If there was ever a bad Monday, yeah this would be it.

@JayBaer



Linked University

Sponsored ·

Like Page

Are you finally ready to start landing clients and customers on LinkedIn?

Start off right with a strategy that is guaranteed to add more prospects to your funnel and generate more leads for your business.

Join me for a free, one-time, LIVE training event on how to grow your business using LinkedIn. Reserve your spot here: <http://bit.ly/1Aw9V4k>



 **Linked University**
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[Free Training] The LinkedIn System for Landing 1,548 Qualified Prospect Leads in Just 18 Minutes a Day

Free System for Generating Leads on LinkedIn

Learn a step-by-step, easy to use system for driving lots of traffic, generating qualified leads, and landing new clients.

[CLICK FOR MORE INFO](#) [Learn More](#)

@JayBaer

you are **competing for attention** against people
your customers know and love

your customers know and love

@JayBaer

in the attention age, smart marketing
provides help, not hype

@JayBaer



@JayBaer



@JayBaer



Martin Dimitrov Art @dimitrovarmist ·

Does anyone know of "must-see" art in Dallas, Texas? I will be this week. Thank you :)



you :)

@JayBaer



Martin Dimitrov Art @dimitrovartist ·

Does anyone know of "must-see" art in Dallas, Texas? I will be this week. Thank you :)



Hilton Suggests 
@HiltonSuggests

Following

@dimitrovartist If you can make it to #FortWorth, @KimbellArt is one of the world's best! Also next door is the impressive @themodernfw. ^KN

@KimbellArt is one of the world's best! Also next door is the impressive @themodernfw. ^KN

YOUtility

marketing so useful, people would pay for it





@JayBaer

**sell something and you make a customer today.
help someone and you make a customer for life.**

sell something and you make a customer today.
help someone and you make a customer for life.

@JayBaer

4 dimensions of Youtility



@JayBaer

@JayBaer

self-serve information



@JayBaer

sources of information
needed pre-purchase

5.3

10.4

**sources of information
needed pre-purchase**



5.3

2010

2011

@JayBaer

the average person uses their smart phone

76

times per day

*DSCOUT

@JayBaer

70

times per day

*DSCOUT

@JayBaer

customers hyper-research everything

@JayBaer

Average new
customer reads

105



@JayBaer

Average new
customer reads

105
PAGES



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**questions create uncertainty.
uncertainty stalls action.**

questions create uncertainty.
uncertainty stalls action.

@JayBaer

remember:
the better you teach, the more you'll succeed

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atomize Youtility



@JayBaer

of our online time

85%

of our online time

85%

is spent on 15 websites

*USC

@JayBaer

be a digital dandelion

@JayBaer

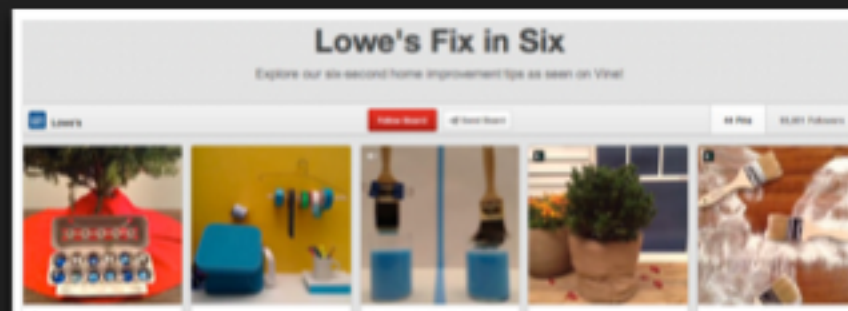


Lowe's

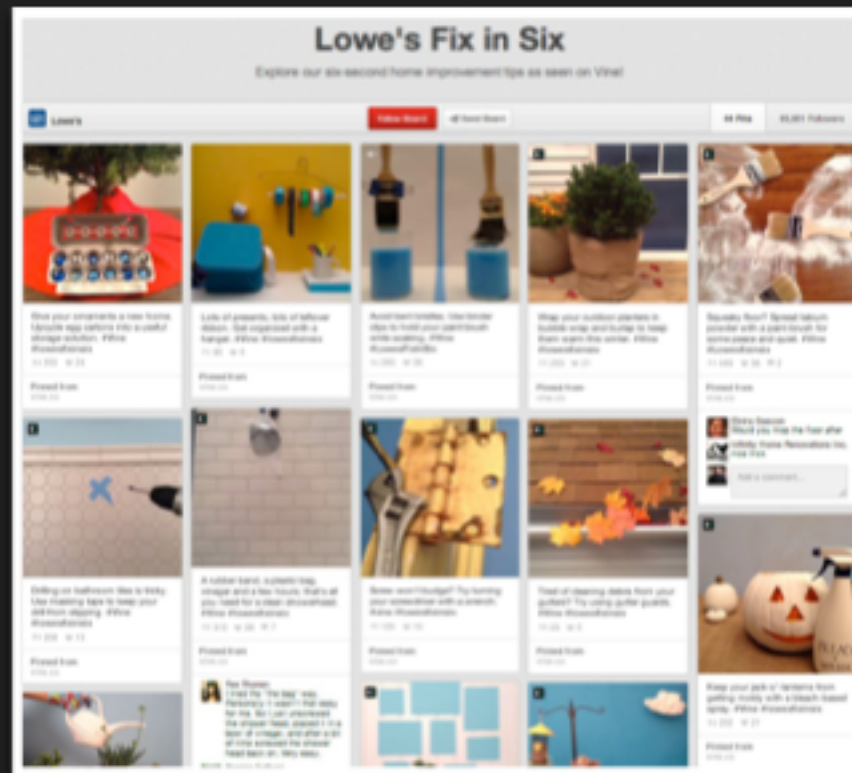
Lost your watering can?
Find a plastic bottle.
#lowesfixinsix #tip

277 days ago

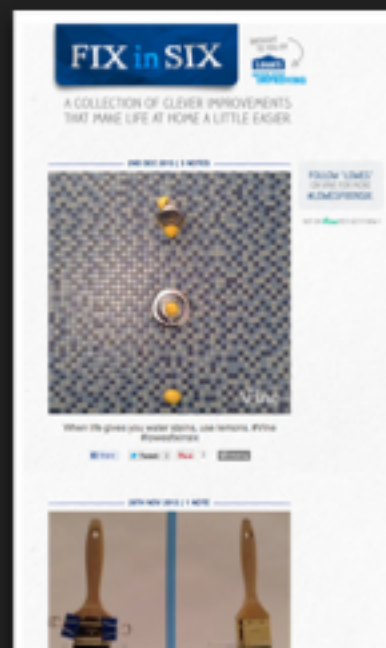
@JayBaer



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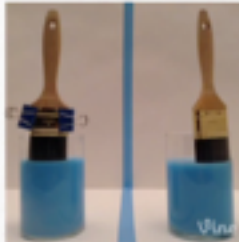
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When life gives you water stains, use Remedy. #Vine
#Remedyworks

Like · Comment · Retweet · Share



Avoid bent brushes. Use longer steps to hold your paint brush
while coating. #Vine #Remedyworks

Like · Comment · Retweet · Share

@JayBaer

remember:
the 1x8 rule



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build trust with transparency

build trust with transparency



**trust is the foundation
upon which all success is built**

trust is the foundation
upon which all success is built

@JayBaer



The book cover features a photograph of a two-story brick house with a white front door and a red 'FOR SALE BY OWNER' sign in the yard. The sign includes the phone number (850) 364-4724. A red URL, manausa.com/fobp, is printed at the bottom left of the photo.

HOW TO SELL A HOME
On Your Own!

The 'Must Have' Book for "For Sale By Owners"



**Joe
Sells
Houses**

Joe Manausa, MBA
info@manausa.com

@JayBaer

@JayBaer

humanity is the ultimate trust-builder

@JayBaer

we trust people twice as much as companies

we trust people twice as much as companies

*Nielsen

@JayBaer



mikesbloggity

Follow



mikesbloggity

Follow

2 weeks ago

I got a sneak peek of the Glacier Skywalk today! Take a look at the video, think you could do it? (Opens next May.)

♥ lubel80, kendral333, angel_cabbie and 15 others like this.



samunkey85

Noooooo thank you



svann

Couldn't do it. God almighty.



mikesbloggity

@svann @samunkey85 oh come on! You'd love it!



mikesbloggity

#explorealberta #explorecanada #video #adventure #glacierskywalk



gabeyee403kfilms

I think I just shat my pants



kslemko

Not in a million years. Never never ever. We drove past it this summer and I nearly threw up just thinking about it.



samunkey85

@mikesbloggity it would take a thimble of liquid courage



Leave a comment...



@JayBaer

remember:

remember:
real people persuade where promotion fails

real-time relevancy



real-time relevancy



@JayBaer

all marketers tell themselves the same lie

@JayBaer

@JayBaer

relevancy creates time and attention

Increase in sales:


25%



Increase in sales:

25%



Take a box. Have a great move. 

@JayBaer

**real-time relevancy exceeds expectations and
compels word-of-mouth**

compels word-of-mouth



@JayBaer

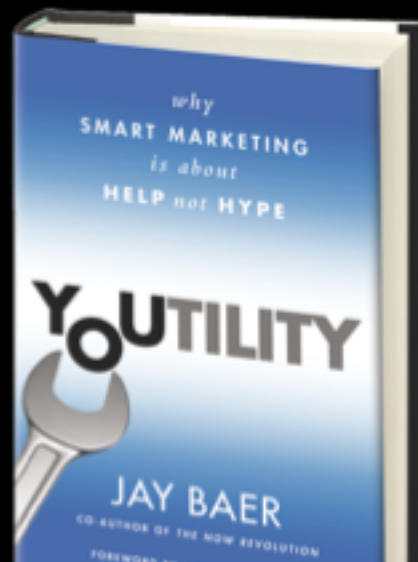
remember:

@JayBaer

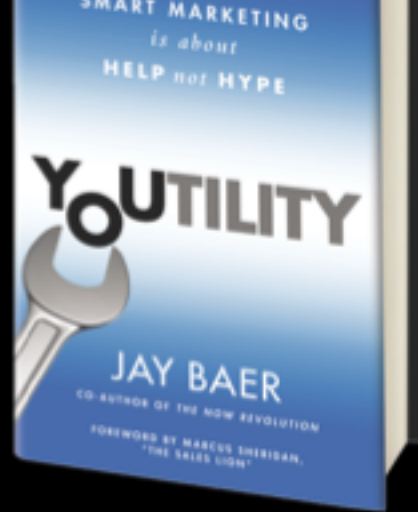
remember:

**be the MOST useful in a specific circumstance,
rather than somewhat useful in every circumstance**

@JayBaer



jay@jaybaer.com



jay@jaybaer.com

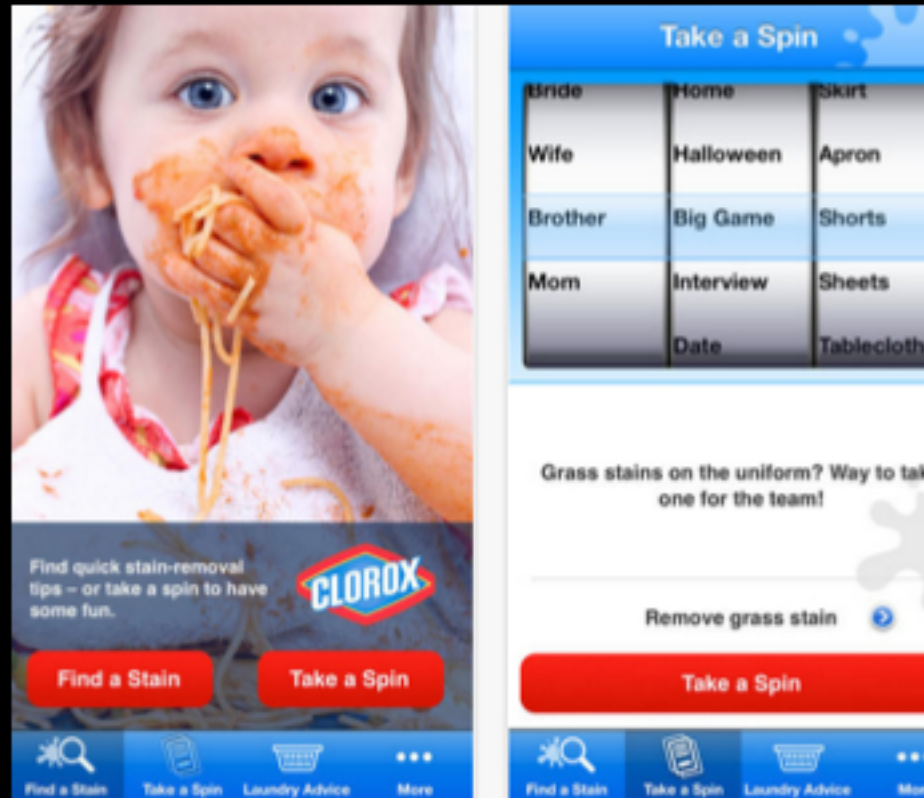
@JayBaer

why doesn't every company do this?

@JayBaer



@JayBaer



@JayBaer

do you have the courage?

do you have the courage?

YOUUtility

marketing so useful, people would pay for it

Youtility

marketing so useful, people would pay for it

@JayBaer

you can be a Youtility

@JayBaer

@JayBaer

HOW CAN I HELP?





JayBaer